

ABSTRACT

Research analyzed the viewers' responses after watching the film Green Street (2005). The responses were taken from a number of film websites, such as IMDB and Film Focus. Green Street is a film that shows a cultural phenomenon called football hooliganism. In general, the viewers' responses could be categorized into two: the viewers who accepted the representation of hooligans and the viewers who refused it. From the analysis on their comments, it can be concluded that in giving responses to the film representation, the viewers put themselves in certain social positions. In other words, they show their identity consciousness when they see and respond to certain phenomena.

Keywords: *identity, consciousness, viewers' responses*

ABSTRAK

Penelitian menganalisis respon pemirsa setelah melihat film Green Street yang diproduksi pada 2005. Response diambil dari beberapa website film, seperti IMBD dan Focus film. Green Street adalah film yang memperlihatkan fenomena budaya yang disebut football hooliganism. Secara umum, respon pemirsa terbagi dua, yaitu yang menerima dan yang menolak hooligans. Dari analisis komentar dapat disimpulkan bahwa seseorang dapat menempatkan diri mereka dapat suatu posisi tertentu, dengan kata lain mereka menunjukkan identitas hati nurani ketika mereka melihat dan merespon suatu fenomena tertentu.

Kata kunci: *identitas, hati nurani, respon pemirsa*